

Jayden Lee

UI/UX Designer

Experience

Traini Inc. - UI/UX Designer

Jul 1, 2023 - Current Palo Alto, CA

- A mobile companion platform for dog parents, providing services and real-time translations powered by AI modeling & GPT integration.
- Led a product redesign, transitioning to a multimodal AI translation process to interpret pet emotions through visual and audio data.
- Proposed improvements and identified bugs through analyzing user data, resulting in a **user retention by 1.2% increase**.
- Collaborated with a cross-functional team that includes engineers, product managers in order to secure **\$2M seed-round funding**.
- Redesigned app store preview graphics and videos to increase **app store conversion rate by 1.35K%**.

Billow - Web Designer

Aug 1, 2023 - Sep 1, 2024 Remote - Seattle, WA

- Social media platform company based in Seattle, with **2k+ audience and 900+ registered users**.
- Defined and led a complete design over-haul of website addressing stakeholder concerns and handled implementation through Wix.com.
- **Increased web traffic by 24%** after redesign, driven by improved navigation and user experience.
- Created wireframes, storyboards, user flows, process flows, and site maps to effectively communicate design concepts.

Go Valley - Product Design Intern

May 1, 2022- Dec 1, 2022 Remote, USA

- Recreated the GoValley CRM responsive portal website by generating rapid sketches, user flows, wireframes, and high-fidelity prototypes, improving site **user satisfaction rate by 16.2%**.
- **Conceptualized and presented 3+ UX approaches** to stakeholders by leveraging user insights and product performance data.
- Contributed to **20+ user interviews** by collaborating with user researchers to produce UX assets (Figma prototypes & UI variations) and interview scripts.

Squirrel AI Learning - Product Design Intern

Jul 1, 2021- Sep 1, 2021 Shanghai, China

- An AI-powered K-12 adaptive educational system and service that responds based on real-time student interactions.
- Innovated and proposed designs for a web-based education app resulting in the implementation of 2 new interface features.
- Strategized and iterated future product versions through conducting **30+ user interviews, increasing daily active users by 2%**.
- Collaborated with Engineers, Project Managers, Program Managers, & Marketing teams to support implementations & secure MVP launch
- Audited competitor landscapes and analyzed product performance data to define **10+** improvement areas.

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Education

University of California, Davis CA

June 2023

B.S. in Cognitive Sciences

Key courses:

Artificial Intelligence

Cognitive Neuroscience

Computational Linguistics & Social Science

Data Structures in C

Design Drawing, Forms & Color

Neuroeconomics & Decisions

Perception / Neurobiology of Learning

Skills

Design

Responsive Web Design

Mobile App Design

User Interface Design

User Experience Design

Design Systems / Information Architecture

Sketching / Wireframing / Prototype

Branding / Art Direction / High-Fidelity Mockup

Graphic Design / Marketing Design / Logo Design

Userflow / Persona / Storyboarding

Accessibility Design

Research

User Research

A/B Testing

Usability Testing

Qualitative & Quantitative Research

Persona / User Flows / Storyboarding

Competitive Analysis

Heuristic Evaluation

Tools + Programming

Figma / Sketch / Miro / Swift / Invision / Flinto /

Adobe Creative Suite / HTML5 / CSS / Python / C /

Microsoft Word / Powerpoint / Excel / iMovie /

FinalCut Pro

Recognitions

Dean's Honor List at UC Davis

Honor Roll at Pomfret School

Pomfret Aquaponics Helios Best Interns

(3/20 interns awarded)